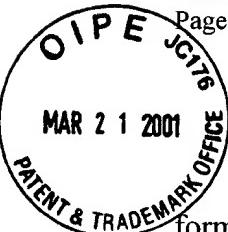


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receiving from the customer an e-mail message that includes the response, and,  
based on the received e-mail message, automatically generating order information in a  
format usable automatically by an order fulfillment system to cause the order to be filled.

**RECEIVED**

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*APR 2001*

6. (Amended) A machine-based method comprising:  
analyzing an e-mail message to derive response information concerning a commercial  
transaction,  
automatically identifying response information which requires resolution of an issue with  
the source of the e-mail message, and  
automatically managing an e-mail message dialog with the source to resolve the issue.

**Technology Center 2100**

*ASB*

8. (Amended) Software guided interactive e-mail message dialogs to resolve, on  
behalf of a vendor, customer issues that occur in direct response e-mail messages that are  
automatically identified as requiring a dialog.

*SLB n6*

10. (Amended) A machine-based method comprising:  
analyzing an e-mail message to derive response information concerning a commercial  
transaction, and, in response to the e-mail message,  
automatically generating a confirmatory e-mail message to the source of the e-mail  
message confirming that the commercial transaction has been or will be completed.

*AH*

11. (Amended) A machine-based method comprising:  
receiving inbound e-mail messages associated with a marketing program, the inbound  
messages containing response information and each of the outbound e-mail messages being  
associated with a distinct piece of the marketing program, and  
automatically associating the response information in each of the inbound messages with  
the corresponding distinct piece of the marketing program. --